

Subject: Re: 1330 W. Pico - General Plan Amendment Initiation Request
From: Gerald Gubatan <gerald.gubatan@lacity.org>
Date: 5/23/18, 12:52 PM
To: Joel Miller <jmiller@psomas.com>
CC: Lali DeAztlan <Lali@deaztlangroup.com>, "Fernando J. Guerra" <FG@deaztlangroup.com>, Paul Garry <paul.garry@psomas.com>

On Thursday morning, our office is scheduled to meet with city planning staff on a variety of CD-1 items, including the proposed GPA for 1330 W. Pico Blvd. I recall the developer had a conceptual rendering - it appeared to be a massing diagram - which showed the relationship of the site with the Convention Center / LA Sports and Entertainment District area. Does anyone recall seeing such a visual? I was thinking such a visual could be useful in showing the city planners that the GPA and location of the 1330 W. Pico Blvd. site has a relationship with the Sports and Entertainment District, notwithstanding the physical barrier created by the Freeway as well as the site being on the border between two separate Community Plan Areas. Our office would view the GPA as a catalyst for new investment. Also earlier, I forwarded links to GPAs approved by PLUM Committee which include hotel uses around the Convention Center. Also the proposed AEG redesign appears to show Pico Blvd. as a central spine for the revamped Convention Center. I hope this all makes sense - if you are aware of the rendering and have access to it and can forward to me before Thursday morning, appreciate it. Thanks, Gerald

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On Tue, May 15, 2018 at 10:43 PM, Joel Miller <jmiller@psomas.com> wrote:
Thanks Gerald. I will review this when I have a chance.

Regards, Joel

Sent from my iPad

On May 16, 2018, at 12:27 AM, Gerald Gubatan <gerald.gubatan@lacity.org> wrote:

Today PLUM Committee approved a General Plan Amendment related to allow over 1,100 hotel rooms in the Convention Center area. You may wish to review this file - See Items 7, 8 and 9.

http://ens.lacity.org/clk/committeeagend/clkcommitteeagend26121290_05152018.html

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On Tue, May 15, 2018 at 12:58 PM, Joel Miller <jmiller@psomas.com> wrote:

Gerald

I am currently traveling on vacation. From my memory I believe the current zoning is CM-1. (Ignoring the HPOZ issue.) The land-use designation is commercial manufacturing. You are correct that we would like to change the land-use designation to regional commercial and the zone to C2-4. Paul can correct me if I've made any errors.

Regards, Joel

Sent from my iPad

On May 15, 2018, at 7:27 PM, Gerald Gubatan <gerald.gubatan@lacity.org> wrote:

Joel, Paul:

Can you summarize the current Community Plan land-use designation and proposed designation, as well as accompanying current zone and proposed zone?

I assume the new land-use designation will be "Regional Commercial"?

FYI Kevin Keller was the Hearing Officer for the Sports and Entertainment District encompassing LA Live, Staples Center and the Convention Center, east of the Freeway. Portions of the CD-1 side of the Freeway include "Regional Commercial".

We will be sensitive to the timing issues and won't want to delay following our sit-down with DCP on May 24th.

Gerald

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On Mon, May 14, 2018 at 8:53 PM, Joel Miller <jmiller@psomas.com> wrote:

Thanks Gerald and Lali. I suspect that Gerald is correct and the Planning department wants to talk about add areas. Still, we cannot afford to wait.

Regards, Joel

Sent from my iPad

On May 14, 2018, at 11:21 PM, Lali DeAztlan <Lali@deaztlangroup.com> wrote:

Gerald,
Given that we don't know what the planning department wishes to talk about, can we initiate the Council ordinance as a contingency back-up? That is, start the process this week have the

Councilmember introduce the motion, have Council refer it to plum, we will then work with you and CD14 and CD8 to get it waved. The timing would then be identical... and we can then find out what planning wishes to talk about on the 24th? Your thoughts?

Can we get the draft motion reviewed by City Attorney to get process going?

Thank you!
Lali

Lali De Aztlan's [Outlook](#) for iOS, please excuse typos

From: Gerald Gubatan <gerald.gubatan@lacity.org>
Sent: Monday, May 14, 2018 1:43 PM
Subject: Re: [1330 W. Pico](#) - General Plan Amendment Initiation Request
To: Lali DeAztlan <lali@deaztlangroup.com>
Cc: Fernando J. Guerra <fg@deaztlangroup.com>

Hi Lali -

A Council Motion "initiating" the General Plan Amendment, as opposed to the Director of Planning initiating it, would typically be introduced in City Council and referred to the PLUM Committee. After the Committee acts, its recommendations would usually come back to the full Council, as a "PLUM Committee Report (with recommendations) to formally endorse the Motion moving clause.

A Motion can "circumvent" being referred to a Council Committee if the Council President concurs and the maker of the Motion has a compelling reason; we usually would want to check with the Committee Chairman as well.

I believe I mentioned Department of City Planning (DCP) Staff reached out to our office on various matters, including the topic of the General Plan Amendment initiation for [1330 W. Pico Blvd](#). We are scheduled to meet on May 24th to discuss further. I do not know what the City Planning Staff wishes to discuss - possibly simply checking in with our office on the matter. City Planning

Staff do not like to "spot zone" and for a General Plan Amendment, it has the ability to "add on" geographic areas. Initiating this GPA could be the stimulus for asking DCP to review a larger area; my thought is that the area west of the Harbor Freeway currently in the "CM" or "Commercial Manufacturing" Zone could be a good candidate to add on for purposes of evaluating a broader geographic area from a city planning perspective. DCP may be hesitant to initiate for only a distinct parcel or might bring up the fact that the site is on the border or boundary of two separate Community Plans.... Again don't know what they want to talk about...We'll find out

Gerald

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On Mon, May 14, 2018 at 12:25 PM, Lali DeAztlan
<Lali@deaztlangroup.com> wrote:

Hi Gerald, additional questions from the one below, if the councilmember initiates the motion to full council, does it still need to go to PLUM committee? What are steps for this process?

Thanks!

Lali

Lali U. De Aztlan

DE AZTLAN GROUP

From: Lali DeAztlan

Sent: Thursday, May 10, 2018 9:11 PM
To: Gerald Gubatan <gerald.gubatan@lacity.org>
Cc: Fernando J. Guerra <FG@deaztlangroup.com>
Subject: Re: [1330 W. Pico](#) - General Plan Amendment Initiation Request

Gerald, as you know, we're planning on filing our entitlements within the next couple of weeks and in order to do so, we need the City's approval for the GPA. A meeting on the 24th, then action thereafter, is much too close to the linkage fee deadline. Anyway you can push for a conversation on this matter specifically for early next week?

Thanks,

Lali

Lali De Aztlan's [Outlook](#) for iOS, please excuse typos

From: Gerald Gubatan <gerald.gubatan@lacity.org>
Sent: Thursday, May 10, 2018 5:07:38 PM
To: Lali DeAztlan
Cc: Fernando J. Guerra
Subject: Re: FW: [1330 W. Pico](#) - General Plan Amendment Initiation Request

Thanks for the update - The City Planning Staff have requested a meeting with our office on a variety of items, and they included the General Plan Amendment initiation for [1330 W. Pico Blvd.](#) as part of the Agenda of items for discussion. I do not know what will be the nature of their comments. We are scheduled to meet on May 24th (Thursday) on this and other matters. We will give them an audience to hear out their comments and concerns which will probably inform our next strategic steps. Perhaps we can tag-base after our meeting with DCP.

Gerald G. Gubatan

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On Thu, May 10, 2018 at 10:34 AM, Lali DeAztlan
<Lali@deaztlangroup.com> wrote:

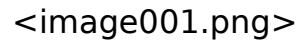
Good Morning, Gerald,

DCP is not taking action yet on our request to initiate GPA. It was brought up to the committee but they said they wanted "more time to have additional conversations". Given that we are on a tight timeline, Joel believes we cannot afford to wait any longer. Can you call me so we can discuss when the Councilman can introduce the attached (draft) motion? It is the same one emailed to you by Joel a couple weeks ago.

Thank you very much for your time and consideration. I look forward to hearing from you soon.

Best,

Lali



<image001.png>